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CULPEPER CONNECTOR • BRCC SHUTTLE • STAUNTON TROLLEY • TOOT • CIRCUIT RIDER • FAUQUIER TRANSIT  
PIEDMONT AREA TRANSIT • PAGE COUNTY TRANSIT • FRONT ROYAL AREA TRANSIT • CLARKE COUNTY TRANSIT

COORDINATED AREA TRANSPORTATION SERVICES • SAFE-T-RIDE

LONG RANGE

20



07

STRATEGIC PLAN



● Current Service Area



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# Transit Capital Infrastructure

"TRANSIT SOLUTIONS"

## ***Our goal is to...***

### **Rolling Stock**

- ▶ Manage the fleet of vehicles to best meet the needs of the passengers served
- ▶ Ensure adequate funding to meet the acquisition and replacement needs of equipment to support service models adopted by the board
- ▶ Ensure 100% compliance with ADA and safety requirements of the transit industry

### **Real Property**

- ▶ Complete the facility in Culpeper to serve the needs of the West Central region
- ▶ Establish facilities to meet operational needs of the organization in the regions we serve

### **Other**

- ▶ Acquire effective information systems and supports to track and improve service to passengers
- ▶ Implement communication systems and equipment enhancements that will improve efficiency and service to passengers



## **VISION:**

To be a multifaceted organization, providing high quality and affordable community transportation service solutions.

## **MISSION:**

As a non-profit organization, Virginia Regional Transit's mission is to create access to mobility through direct passenger service, transit system management, and contracted transit related services for public and private organizations.

## Introduction

Virginia Regional Transit has gained the trust and support of many jurisdictions in the northwestern area of Virginia. It has therefore become the designated public transit provider for those communities. In that capacity, Virginia Regional Transit offers a coordinated, efficient system of accessible transportation to those residents. As a not-for-profit corporation, Virginia Regional Transit seeks financial support on an annual basis from the Federal Transit Administration, The Virginia Department of Rail & Public Transportation, and from each local government in those service locations. Governed by public officials, private sector leaders, business leaders, and volunteers in the jurisdictions we serve, Virginia Regional Transit's professional administration policy is shaped by these volunteers.

In our present service area, Virginia Regional Transit operates a fleet equipped to meet all of the accessibility needs of our passengers. Our fleet is up-to-date and compliant with the Americans with Disabilities Act and designed to meet the requirements in each community served, by providing mobility for everyone. We provide mobility access for recreation, medical, social, and other essential services for anyone with a need for a ride.

Efficient mobility options for the general public are offered by Virginia Regional Transit. The many services provided are: curb-to-curb demand response, fixed route, deviated fixed route, contract, school bus, and rubber-tire trolley bus. In each area served, the routes, times, and service models are custom designed to fit the needs of that community. This requires close coordination, cooperation, and planning with the local government and community groups involved.

The transportation services provided by Virginia Regional Transit are essential to support the growing economic development in these small communities. The seating capacity offered in our vehicles allows us to transport entry level workers to new employment opportunities, while saving resources and keeping costs to a minimum. Whether it is large buses or

small vans, we are able to provide the necessary equipment to move passengers both efficiently and easily. This diversified resource model provides for the best possible arrangement for all of our customers in local government, businesses, and for the people in the community.

Virginia Regional Transit is funded primarily by tax revenues generated from fuel tax, which is then returned in the form of public transportation. The increase in traffic causes additional fuel tax revenues, which enables us to provide a variety of transportation options. Virginia Regional Transit also seeks other resourceful ways to finance its services. Fund raising, selling advertising on buses, and partnerships with local businesses support public transit in each community. We have made true public service partnerships with companies such as America Online, George Washington University and Notre Dame Academy, who have allowed us to create transit routes with donations from their businesses.

In 1997, Virginia Regional Transit began as Loudoun Ride-On in one county, which had five routes, ten employees, five operational buses, and an operating budget of \$325,000. Today, in 2007, Virginia Regional Transit includes 17.3 % of the geographic area of the Commonwealth, which covers 15 counties, 71 operational buses, and has an operating budget of \$7.9 million. Virginia Regional Transit has used these strengths to expand mobility options from 25,000 rides per year ten years ago, to over 650,000 rides in the current fiscal year.

Virginia Regional Transit's goal is to reach out to all who need a ride, which means offering mobility solutions to meet the changing needs of the community. Our services are provided based upon our passengers' needs.

We are not limited by governmental jurisdiction. Hopefully we have provided a clear explanation of our plan, to support the growing needs for transit solutions in the years to come. Giving back to the com-



## Marketing and Outreach Service "TRANSIT SOLUTIONS"

### **Our goal is to...**

- ▶ Establish and maintain strategic alliances with Elected Officials, Appointed Officials, Associations, Organizations, Customers, and Advertisers
- ▶ Effectively promote Virginia Regional Transit as a resource for transit solutions by being an integral part of the communities we serve
- ▶ Generate local match to support services through marketing and outreach to a variety of customers
- ▶ Build and enhance positive perceptions of Virginia Regional Transit's abilities and capabilities within and beyond the Commonwealth by showcasing our strengths
- ▶ Enhance the community's awareness and commitment to transit through participation in community events and providing information through a variety of methods





## Human Resources

"TRANSIT SOLUTIONS"

### ***Our goal is to...***

- ▶ Maintain and continue accreditation / education and professional growth of the Human Resources function
- ▶ Develop Human Resources as an integral and valued part of management of the agency
- ▶ Formulate recruitment and retention strategies as part of Virginia Regional Transit's goal to keep and maintain a highly qualified workforce
- ▶ Update and implement employee policies and procedures through training and application
- ▶ Create staff development programs to foster personal / professional growth
- ▶ Comply with / remain current on rules / regulations governing employment, including diversity training programs
- ▶ Foster positive company culture



Virginia Regional Transit is entering its 17th year of operation. We have developed this plan to explain our goals to the community-at-large. This plan will also help the board make decisions for a very high demand of services amidst limited resources.

Past achievements are many, but the challenges ahead are great. Working together we hope to become partners with the community to facilitate the very best service and system in the Commonwealth. Today's volunteers and leaders for this vision include:



### **2006 Board of Directors**

#### **Current Board of Directors**

**PRESIDENT** CHARLES GRANT  
**VICE PRESIDENT** ROBERT LASSITER  
**SECRETARY** MAYOR JOHN MARSH  
**TREASURER** NOEL BROWN

**EXECUTIVE REPRESENTATIVE** MARK MCGREGOR  
**TOWN OF LEESBURG REPRESENTATIVE** KATHY LEIDICH  
**DATA REPRESENTATIVE** RANDY SUTLIFF ESQ.  
**LOUDOUN COUNTY REPRESENTATIVE** ROBERT CHIRLES  
**CONSUMER REPRESENTATIVE** WENDALL FISHER

#### **Advisory Board Members**

**VDRPT REPRESENTATIVE** DARREL FEASEL  
**LOUDOUN COUNTY SUPERVISOR REPRESENTATIVE** EUGENE DELGAUDIO

#### **Retained Corporate Attorney** MARY GAYLE HOLDEN



## Passenger Service

"TRANSIT SOLUTIONS"

### ***Our goal is to...***

- ▶ Increase ridership by providing transit services that are customer friendly, efficient, flexible, comfortable, easy to use, and affordable
- ▶ Improve service efficiency and ridership by utilizing information generated from data systems and stakeholder feedback, including customers, localities and Virginia Regional Transit staff
- ▶ Maintain a high level of communication between riders and Virginia Regional Transit through the use of route signs on buses, clearly marked bus stops and widely distributed route schedules
- ▶ Adapt transit services to the specific needs and financial abilities of each local community
- ▶ Insure that Virginia Regional Transit staff project a professional, capable and efficient image of Virginia Regional Transit as the best, most experienced transit provider in Virginia



## Fiscal Resources

"TRANSIT SOLUTIONS"

### ***Our goal is to...***

- ▶ Establish and maintain federal, state, and local funding sources adequate to maintain board approved service levels
- ▶ Maintain fiscal systems that comply with all reporting requirements of our funding sources and insure adequate safeguard for the resources entrusted to us
- ▶ Present realistic fiscal plans and reports that meet the needs of our stakeholders
- ▶ Maximize implementation of the strategic initiatives in this plan by allocating appropriate resources to accomplish the vision and mission of the agency
- ▶ Create and operate business units that will assist in the generation of local match to support the agency vision and mission, while enhancing our presence as a community resource
- ▶ Aggressively consider alternative means to generate sufficient financial resources that will permit Virginia Regional Transit to expand and continue business operations

